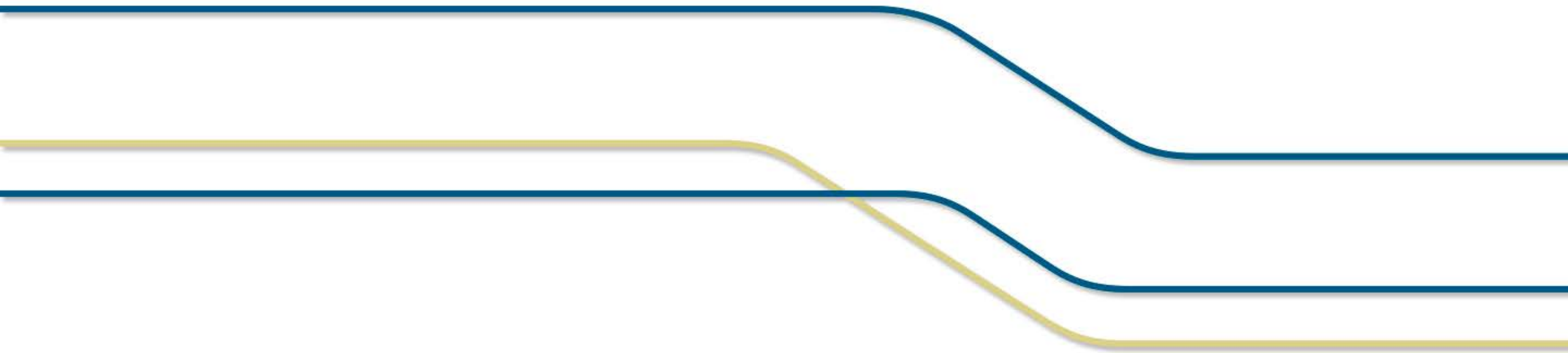


2019 Transportation Electrification Plan



Idaho Power Company

UM 2035

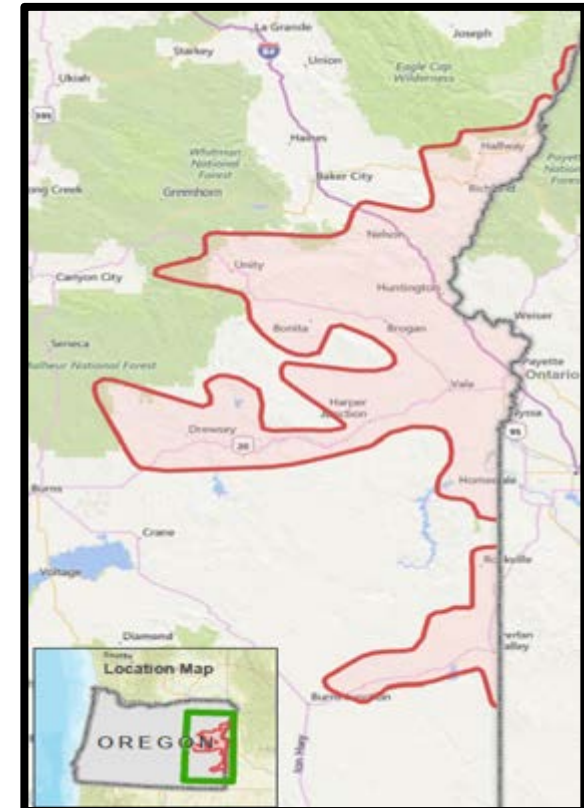
January 14, 2020

Agenda

- Background
- Current State of TE market
- Market Barriers
- Existing TE Actions & Program
- Long-term TE Concepts
- Fundamental Strategy for Accelerating TE
- Q&A

Idaho Power's Oregon Service Area

- 4,744 square miles
- 19,173 customers (13,510 residential)
- Largest towns:
 - Ontario, population ~11,000
 - Nyssa, population ~3,000
 - Vale, population ~2,000
- Closest Metropolitan Areas:
 - Boise, Idaho ~56 miles
 - Bend, Oregon ~260 miles



Current State of TE Market

- **25** EVs registered in Idaho Power's Oregon service area (15 BEVs & 10 PHEVs)
- **4** EV charging locations; 1 is an actual EV charging location
- **0** Auto dealerships carry EVs
- **45%** of surveyed Oregon customers are “not very familiar” or “not familiar at all with EVs”
- **55%** of surveyed Oregon customers “somewhat familiar” or “very familiar” with EVs have “never been in or seen an EV” or are “unsure if they have been in or seen an EV”

Market Barriers

- EV Availability
- Range
- Public Charging
- Price



	Median Household Income
Ontario, Oregon	\$31,182
Portland, Oregon	\$61,532
Boise, Idaho	\$54,547

Malheur county has 3 high poverty hotspots:

- Ontario
- Nyssa
- Vale

91% of the county's poor and 90% of the county's SNAP clients live in these three towns.

Market Barriers

- Power/Towing Capacity
- Perception

“Electric cars might work great for city folk, but when you need a truck to haul livestock and heavy loads, you need something with power that you can trust.”

“EVs make no sense at all in the rural west.”

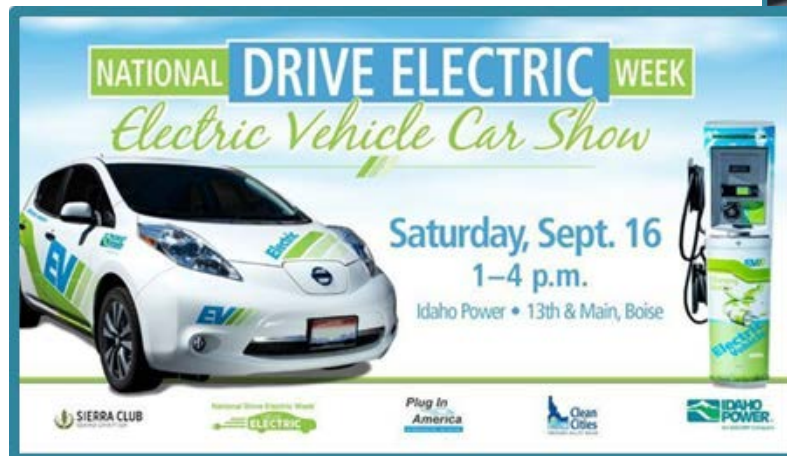
“Can’t pull a boat or trailer with an electric car.”

“You can’t take EVs into the mountains.”

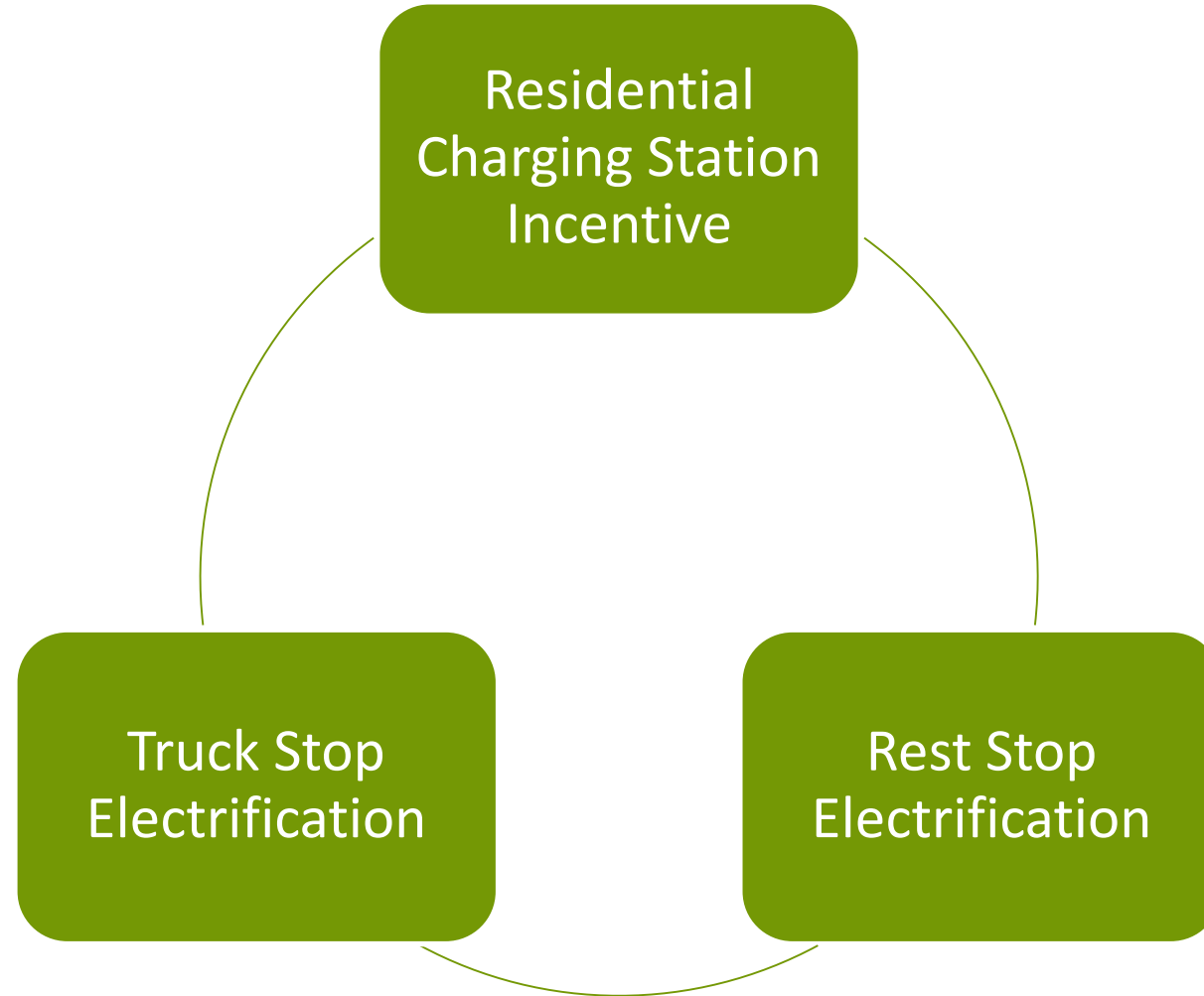
“Not interested in off-roading in an EV.”

Existing TE Efforts

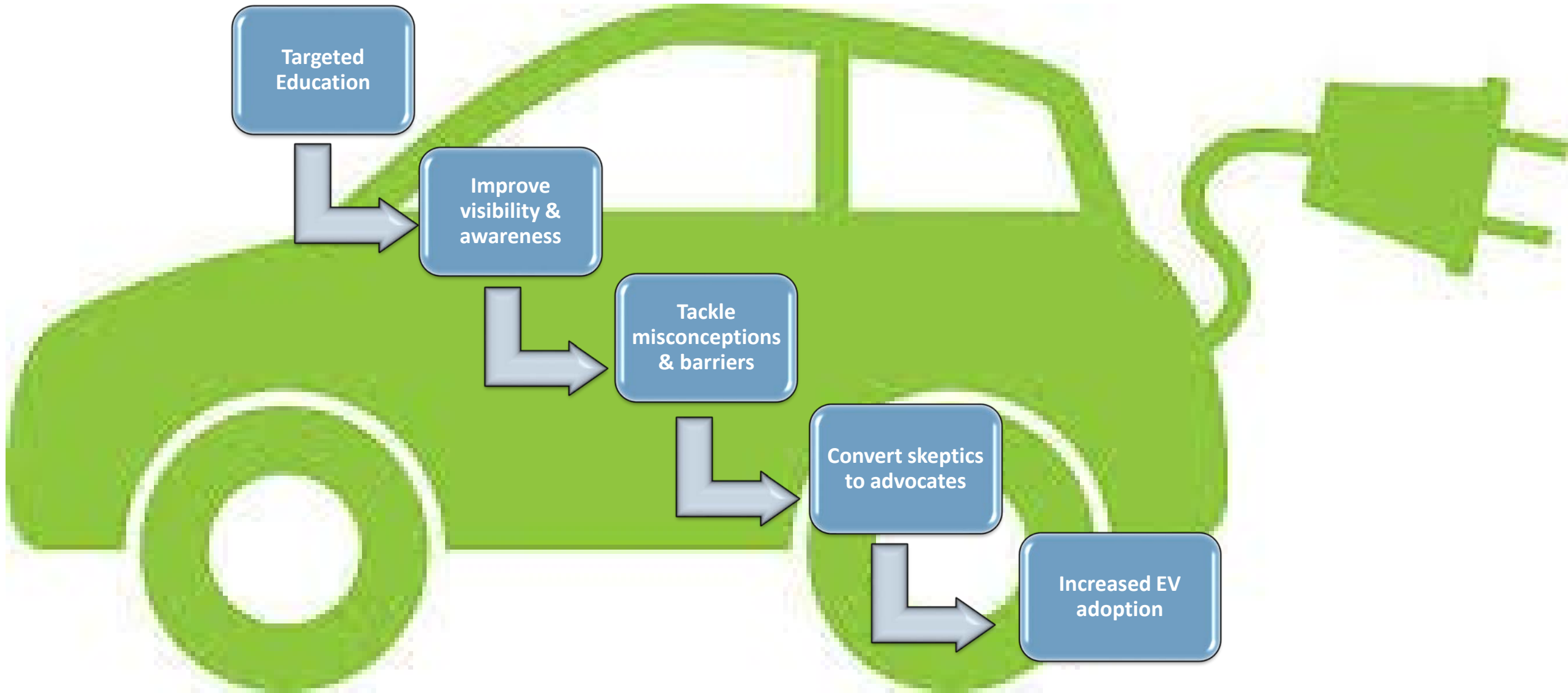
- Idaho Power's EV fleet and charging station showcase
- Drive Electric Week
- Workplace Charging Incentive
- EV website
- EV Education & Awareness Program



Long-term TE Concepts



Accelerating TE



Questions?